What Is Claimed Is:

1.   An Internet advertising and information delivery system comprising:

a cursor comprising:

a pointer component for pointing to a particular location on the computer screen in response to the movement of a mouse, track ball, touchpad, etc.; and

a window component adjacent to the pointer component and which moves about the screen in conjunction with the pointer component, such that the two cursor components move about the screen as a single cursor unit, with advertising and/or other information being displayed in the cursor's window component regardless of the cursor's position on the screen.

2.   The Internet advertising and information delivery system of claim 1 wherein the window component includes a viewable border.

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3.   The Internet advertising and information delivery system of claim 1 wherein the window component appears borderless.

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4.   The Internet advertising and information delivery system of claim 1 wherein the window component includes a background color.

5.   The Internet advertising and information

10   delivery system of claim 1 wherein the window component includes a background pattern.

6.   The Internet advertising and information delivery system of claim 1 wherein the advertising

15   and/or other information displayed is static.

7.   The Internet advertising and information delivery system of claim 6 wherein the static advertising includes fixed text.

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8.   The Internet advertising and information delivery system of claim 6 wherein the static advertising includes a fixed picture.

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9. The Internet advertising and information delivery system of claim 1 wherein the advertising and/or other information being displayed is dynamic.

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10. The Internet advertising and information delivery system of claim 9 wherein the dynamic advertising and/or other information includes streaming text.

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11. The Internet advertising and information delivery system of claim 9 wherein the dynamic advertising and/or other information includes streaming video.

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12. The Internet advertising and information delivery system of claim 1 wherein the window component includes at least one icon.

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13. The Internet advertising and information delivery system of claim 12 wherein the at least one icon is activated by clicking a mouse button.

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14. The Internet advertising and information delivery system of claim 12 wherein the at least one icon further includes an E-mail icon for indicating that E-mail has been received.

15. The Internet advertising and information delivery system of claim 14 wherein the E-mail is displayed by clicking a mouse button.

16. The Internet advertising and information delivery system of claim 1 wherein said window component can be disabled at will by a user.

17. The Internet advertising and information delivery system of claim 16 wherein the system is adapted to reward a user according to the length of time that the window component is not disabled by a user.

18. The Internet advertising and information delivery system of claim 16 wherein the system is adapted to disable the window component if the cursor

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is stationary for a given period of time and text is detected beneath the cursor.

19. An Internet advertising and information delivery system comprising:

a targeted localized advertising and information delivery system comprising:

a processor for identifying unique identifier information of a user; and

an advertising and/or other information database for storing advertisements and/or other information and for pushing advertisements and/or other information to the user based upon the unique identifier information identified by the processor.

20. The Internet advertising and information delivery system of claim 19 wherein the advertisements and/or other information from the advertising and/or other information database are pushed to traditional banner advertisements.

21. The Internet advertising and information delivery system of claim 19 wherein the advertisements

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and/or other information from the advertising and/or
other information database are pushed to a window
component of a cursor.

22. The Internet advertising and information
delivery system of claim 19 wherein said processor
identifies the physical location of the Internet access
of the user, and said advertising and/or other
information database is adapted to push advertising
and/or other information to the user based upon the
Internet access location identified by the processor.

23. The Internet advertising and information
delivery system of claim 22 wherein said processor
includes means for identifying a current physical
location of the Internet access of the user using at
least one from an access conduit of the user including
a telephone number, DSL information, lease line
information and cable information.

24. The Internet advertising and information
delivery system of claim 23 wherein said processor
locates basic account information of the user.

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25. An Internet advertising and information delivery method comprising:

   providing a cursor on a computer screen wherein the cursor has a pointer component and a window component adjacent to the pointer component; and

   displaying advertising and/or other information in the window component of the cursor.

26. An Internet advertising method comprising:

   identifying a current location identifier associated with a user; and

   delivering localized advertising and/or other information to the user based upon the location identifier used by the user

27. The Internet advertising and information delivery method of claim 26 further comprising:

   providing a cursor on a computer screen wherein the cursor comprises a pointer component and a window component adjacent to the pointer component; and

   displaying the localized advertising and/or other information in the window component of the cursor.

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28. An Internet advertising and information delivery method comprising:

identifying a personalized profile associated with a user; and

delivering localized advertising and/or other information to the user based upon the personalized profile associated with the user.